iCon Steve Jobs

史蒂夫·乔布斯传

缔造苹果神话

[美] 杰弗里·扬
威廉·西蒙 著







[illegible]

[illegible] [illegible]

1[illegible]

[illegible]

2[illegible]

[illegible]“[illegible]I”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

3[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]_[illegible]”[illegible]

4[illegible] “[illegible]”

[illegible]·[illegible]

[illegible]

5[illegible] [illegible]“[illegible]”

[illegible]NeXT[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

6[illegible]

[illegible]

7[illegible]

[illegible]3[illegible]

8[illegible]“[illegible]”

[illegible]13[illegible]

[illegible] [illegible]

9[illegible]

[illegible]·[illegible]

10[illegible]

11□□□□_□iPod□ iTunes

12□□□□

“ ” ·

·

13□□□□

□□

[illegible]

[illegible]·[illegible]“[illegible]”[illegible]·[illegible]

[illegible]

[illegible]“[illegible]”[illegible]15[illegible]

2000[illegible]1[illegible]·[illegible]

[illegible]·[illegible]-[illegible]“[illegible]”[illegible]T[illegible]

[illegible]“[illegible]”[illegible]“[illegible]

“[illegible]‘[illegible]’[illegible]

[illegible]“[illegible]”[illegible]

“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]4[illegible]“[illegible]”[illegible]·[illegible]

“[illegible]”[illegible]“[illegible]”

[illegible]1 5[illegible]“[illegible]”

[illegible]·[illegible]“[illegible]”

[illegible]——[illegible]“[illegible]”[illegible]“[illegible]”“[illegible]”¨[illegible]”“[illegible]”[illegible] “[illegible]¨¨[illegible]”[illegible]“[illegible]”“[illegible]”[illegible]

[illegible]·[illegible]·[illegible]II[illegible]

[illegible]“[illegible]

[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”[illegible]·[illegible]1980[illegible]12[illegible]

[illegible] [illegible]

[illegible]

——[illegible]·[illegible]·[illegible]

[illegible] 20[illegible]50[illegible]60[illegible]90[illegible]

[illegible]20[illegible]50[illegible]50[illegible]

[illegible]·[illegible]1955[illegible]2[illegible]24[illegible]“[illegible]”[illegible]·[illegible]·[illegible]

[illegible]·[illegible]10[illegible]——[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]

[illegible]1946[illegible]

[illegible]1952[illegible]

[illegible]3[illegible]·[illegible]·[illegible]3[illegible]

[illegible]

[illegible]·[illegible](John Bar[illegible]den)[illegible]·[illegible](Walter Brattain)[illegible]·[illegible](William Shock[illegible]ley)[illegible]

[illegible]10[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]·[illegible]·[illegible]“[illegible]”[illegible]“[illegible]1[illegible]‘[illegible]5[illegible]’[illegible]’’[illegible]

[illegible]·[illegible]

[illegible]·[illegible]“[illegible]”15[illegible]

[illegible]

[illegible]

“[illegible]”[illegible]·[illegible]“[illegible]"

[illegible]11[illegible]

[illegible]1967[illegible]Manbattan Project[illegible](NASA)[illegible]

[illegible]·[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

“[illegible]·[illegible]”[illegible]·[illegible]6[illegible]“[illegible]”[illegible]——[illegible]“[illegible]"

[illegible]·[illegible]5[illegible]

1968[illegible]·[illegible]·[illegible]1[illegible]

[illegible]“[illegible]”[illegible]

“[illegible]”[illegible]

[illegible]·[illegible]

[illegible]1969[illegible]·[illegible]1[illegible]·[illegible]

San Jose Mer-cury News

[illegible]·[illegible]·[illegible](Bill Hewlett)[illegible]“[illegible]”[illegible]“[illegible]20[illegible]……[illegible]‘[illegible]’[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]‘[illegible]’[illegible]”

[illegible]“[illegible]·[illegible]Dylan Thomas[illegible]M0by-Dick[illegible]”[illegible]

[illegible]20[illegible]60[illegible]70[illegible]

[illegible]1968[illegible]9[illegible]·[illegible]·[illegible]

[illegible]·[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]4[illegible]·[illegible]

[illegible]14[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]16[illegible]“[illegible]”[illegible]

[illegible]·[illegible]IT[illegible]“[illegible]”(Cap'n Crunch)[illegible]“[illegible]”[illegible]2600[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]"[illegible]“[illegible]”[illegible]40[illegible]“[illegible]”[illegible]“[illegible]”[illegible]150[illegible]300[illegible]

[illegible]·[illegible]·[illegible]“[illegible]”[illegible]“[illegible]"

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]‘[illegible]’[illegible]"

[illegible]—— [illegible]“[illegible]”[illegible]

[illegible]

[illegible](Reed College)[illegible]“[illegible]"[illegible]

[illegible]1972[illegible]·[illegible](Timothy Leary)[illegible]·[illegible]Richard Alpert[illegible]·[illegible](Gary Snyder)[illegible]

[illegible]·[illegible]Jack Dudman[illegible]“[illegible]”[illegible]“[illegible]"

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible]

“[illegible]"[illegible]

1974[illegible]Atari[illegible]“[illegible]”(Pong)[illegible]

[illegible]·[illegible]“[illegible]"

[illegible]“[illegible]"[illegible]“[illegible]"

[illegible]“[illegible]18[illegible]‘[illegible]’[illegible]”

“[illegible]·[illegible](Don Lang)[illegible]‘[illegible]’[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]20[illegible]70[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]10[illegible]”

[illegible]

[illegible]·[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]Break-Out[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]——[illegible]

“[illegible]”[illegible]48[illegible]“[illegible]”[illegible]·[illegible]

[illegible]“[illegible]”[illegible]1 000[illegible]“[illegible]50[illegible]l OOO[illegible]”[illegible]600[illegible]“[illegible]”[illegible]300[illegible]700[illegible]

[illegible]“[illegible]”[illegible]“[illegible]‘[illegible]’[illegible]”

[illegible]1[illegible]“[illegible]”[illegible]“[illegible]”[illegible]1 000[illegible]

[illegible]·[illegible]·[illegible] (On theFiring Line)[illegible]“[illegible]"[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]——[illegible]“All-One’’[illegible]——[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]1975[illegible]1[illegible]PopuLar Electronics[illegible](Altair)[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]<[illegible]Whole Earth Catalogue[illegible]

[illegible](Homebrew Com-puter Club)[illegible]

[illegible]30[illegible]

[illegible]1975[illegible]·[illegible]

[illegible]

[illegible]

—[illegible]·[illegible]1976[illegible]——[illegible]1975[illegible]

[illegible]“[illegible]·[illegible]·[illegible]”[illegible]·[illegible]“[illegible](Kobin Chino)[illegible]’[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]1975[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]——[illegible]iPod[illegible]·[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]——[illegible]25[illegible]

[illegible]1976[illegible]4[illegible]1[illegible]IO[illegible]lO%[illegible]·[illegible]25[illegible]50[illegible]

[illegible]“[illegible]I"[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]1 000[illegible]65[illegible]500[illegible]l 000[illegible]500[illegible]4[illegible]

[illegible]·[illegible]“[illegible]”[illegible]·[illegible](Byte Shops)[illegible]“[illegible]"

[illegible]500[illegible]50[illegible]2[illegible]5[illegible]

“[illegible]”[illegible]“[illegible]”[illegible]

[illegible](Kiemlff Electronics)[illegible]·[illegible]“[illegible]"[illegible]

[illegible]“[illegible]”[illegible]2[illegible]5[illegible]2[illegible]30[illegible]1[illegible]

[illegible]·[illegible]“[illegible]”[illegible]·[illegible]“[illegible]"

[illegible]12[illegible]——[illegible]1/4[illegible]“[illegible]”[illegible]

6
000 3 000

150 I 10

1976 ·
·
· Jerry Brown

I ·
Ⅱ
Ⅱ

BASIC · · ·
BASIC 500
Ⅱ
BASIC
IBM Ⅱ

· 40
200 “

[illegible]200[illegible]”[illegible]Ⅱ[illegible]

“[illegible]”[illegible]·[illegible]·[illegible]

[illegible]10[illegible]Commodore[illegible]Commodore[illegible]Ⅱ[illegible]MOS 6502[illegible]Commodore[illegible]IO[illegible]Commodore[illegible]3[illegible]6[illegible]Commodore[illegible]

[illegible]1976[illegible]Ⅱ[illegible]I[illegible]Ⅱ[illegible]

[illegible]“[illegible]”(S01[illegible])[illegible]“[illegible]”[illegible]Ⅱ[illegible]“[illegible]”[illegible]

[illegible]·[illegible]MITS[illegible]Tandy[illegible](Radio Shack)[illegible]

commodore[illegible]20[illegible]70[illegible]

[illegible]1976[illegible]

[illegible]“[illegible]”[illegible]

[illegible]Mrrs[illegible]IMSAI[illegible]20[illegible]70[illegible]—[illegible]“[illegible]”[illegible]3[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]I[illegible]”[illegible]250[illegible]Ⅱ[illegible]

[illegible]

[illegible]·[illegible]Ⅱ[illegible]“[illegible]Ⅱ[illegible]Ⅱ[illegible]Ⅱ[illegible]Ⅱ[illegible]

[illegible]—[illegible]¨[illegible]1976[illegible]·[illegible]Ⅱ[illegible]

[illegible]1976[illegible]·[illegible]·[illegible]

[illegible]·[illegible]

[illegible]“[illegible]‘[illegible]’”

“[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]

[illegible]·[illegible]

[illegible]<[illegible]>[illegible]

[illegible]<[illegible]>[illegible]

[illegible]“[illegible]”[illegible]·[illegible]

[illegible]——[illegible]Fairchild[illegible]National Semiconductor[illegible]20[illegible]70[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]3[illegible]·[illegible]

[illegible]

[illegible]20[illegible]70[illegible]“[illegible]”[illegible]

[illegible]——[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]·[illegible]·[illegible]“[illegible]·[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]1999[illegible]·[illegible])[illegible]5[illegible]500[illegible]

[illegible]·[illegible]9[illegible]1[illegible]25[illegible]lO%[illegible]

1977[illegible]1[illegible]3[illegible]“[illegible]”[illegible]

[illegible]·[illegible]

[illegible]“[illegible]”[illegible]·[illegible]——[illegible]·[illegible]·[illegible]·[illegible]·[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]20 001[illegible]l[illegible]

[illegible]“[illegible]“[illegible]

[illegible]

[illegible]·[illegible]“[illegible]2[illegible]5[illegible]3[illegible]7[illegible]7[illegible] ”[illegible]“[illegible]Ⅱ[illegible]·[illegible]”

[illegible]

[illegible]5 000[illegible]1977[illegible]3[illegible]Ⅱ[illegible]3[illegible]1[illegible]·[illegible]I[illegible]

[illegible]Ⅱ[illegible]Ⅱ[illegible]KLH[illegible]——[illegible]

[illegible]lO[illegible]——[illegible]62[illegible]

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]Ⅱ[illegible]300[illegible]I[illegible]3[illegible]Ⅱ[illegible]“[illegible]”[illegible]·[illegible]·[illegible]·[illegible]—[illegible]“[illegible]¨[illegible]“[illegible]”[illegible]“[illegible]”——[illegible]·[illegible]

[illegible]·[illegible]·[illegible]

[illegible]·[illegible]

[illegible]·[illegible]90[illegible]Ⅱ[illegible]1[illegible]

[illegible]——[illegible]1[illegible]

[illegible]

[illegible]l[illegible]BASIC[illegible]6[illegible]Call Computer[illegible]—[illegible]·[illegible]

[illegible]

[illegible]·[illegible]

[illegible]

[illegible]

[illegible]Ⅱ[illegible]Ⅱ[illegible]I[illegible]I[illegible]Ⅱ[illegible]Ⅱ[illegible]I[illegible]Ⅱ[illegible]Ⅱ[illegible]45[illegible]60[illegible]30[illegible]

[illegible]1[illegible]l 000[illegible]“[illegible]”[illegible]

[illegible]20[illegible]

[illegible]·[illegible]——[illegible]23[illegible]“[illegible]”(wonder boy)[illegible]·[illegible]“[illegible]”[illegible]

[illegible]——[illegible]1977[illegible]

[illegible]

1977[illegible]12[illegible]·[illegible]1[illegible]

[illegible]“[illegible]”[illegible]·[illegible]

“[illegible]1977[illegible]”[illegible]“[illegible]”

“[illegible]1[illegible]17[illegible]7[illegible]”

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]o"

[illegible]1 978[illegible]5[illegible]17[illegible]All[illegible]One[illegible]·[illegible]·[illegible]·[illegible]·[illegible]8[illegible]·[illegible]

[illegible]·[illegible]·[illegible]·[illegible]“[illegible]”[illegible] “[illegible]”[illegible]

[illegible]·[illegible]

[illegible]·[illegible]

[illegible]·[illegible]

[illegible]·[illegible]·[illegible]

[illegible]“[illegible]”[illegible]1977[illegible]

1978 60 · · Ⅱ

Ⅱ 40 Ⅱ Ⅲ

· “ ‘ ’ Ⅱ ” “ ”(Bozo Explosion)

Ⅲ “ · Ⅲ ” Ⅲ

1979 727 380 l 16

— · “ ” 105

· 100 24

[illegible]·[illegible]Maxfield Parrish[illegible]

[illegible]—[illegible]

[illegible]

[illegible]

[illegible]20[illegible]70[illegible]BASIC[illegible]Ⅱ[illegible]Ⅱ[illegible]Ⅱ[illegible]

[illegible]“[illegible]”(AppleWriter)[illegible]·[illegible]Silentype[illegible]·[illegible]

[illegible]·[illegible]DNA[illegible]·[illegible]94[illegible] 97%o[illegible]5 000[illegible]

[illegible]—[illegible]

[illegible]1978[illegible]—[illegible]

[illegible] “[illegible]”

[illegible]

——[illegible]·[illegible]

[illegible]1979[illegible]1[illegible]

[illegible]·[illegible]Ⅱ[illegible]·[illegible]1979[illegible]Ⅱ[illegible]VisiCalc[illegible]“[illegible]”[illegible]1979[illegible]Visicalc[illegible]Ⅱ[illegible]Ⅱ[illegible]“[illegible]”[illegible]

[illegible]l[illegible]·[illegible]Ⅱ[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]·[illegible]“[illegible]2 000[illegible]16[illegible]“[illegible]

[illegible]

[illegible]——“[illegible]”[illegible](Xe-rox Palo Alto Research Center)[illegible]“[illegible]PARC”[illegible]“[illegible]‘[illegible]PARC’[illegible]100[illegible]”[illegible]·[illegible]“[illegible]PARC”[illegible]100[illegible]1O[illegible]

[illegible]PARC[illegible]PARC[illegible]“[illegible]”[illegible]·[illegible]4[illegible]PARC[illegible]PARC[illegible]·[illegible]“[illegible]”

[illegible]“[illegible]……[illegible]¨“[illegible]1[illegible]‘[illegible]’’’[illegible]PARC[illegible]“[illegible]……”

[illegible]“[illegible]¨[illegible]PARC[illegible] PARC[illegible]

[illegible](GUI)[illegible]—[illegible](Ethernet)[illegible]

[illegible]·[illegible]20[illegible]60[illegible]

[illegible]·[illegible]PARC[illegible]“[illegible]”[illegible]“[illegible]7[illegible]”

“[illegible]-[illegible]”[illegible]

[illegible]·[illegible]·[illegible]“[illegible]”[illegible]“[illegible]6[illegible]”[illegible]5[illegible]

[illegible]PARC[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]‘[illegible]’[illegible]2 000[illegible]l[illegible]”

“[illegible]‘[illegible]’[illegible]”[illegible]

[illegible]·[illegible]“[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]”

“[illegible]"

[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]

[illegible]1980[illegible]200[illegible]600[illegible]

[illegible]1980[illegible]3[illegible]-[illegible]Ⅱ[illegible]Ⅲ[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]25[illegible]

[illegible]·[illegible]“[illegible]‘[illegible]’[illegible]”

[illegible]-[illegible]“[illegible]”[illegible]

[illegible]“[illegible]’’[illegible]

[illegible]1980[illegible]12[illegible]·[illegible]

[illegible]460[illegible]1[illegible]20[illegible]50[illegible]

[illegible]·[illegible]“[illegible]5[illegible]7[illegible]5[illegible]18[illegible]”[illegible]lOO[illegible]3 000[illegible]“[illegible]”[illegible]5[illegible]500[illegible]

[illegible]·[illegible]2[illegible] 175[illegible]“[illegible]23[illegible]100[illegible]24[illegible]1 000[illegible]25[illegible]l[illegible]"[illegible]

[illegible]——[illegible]

[illegible]

[illegible]·[illegible]“[illegible]¨[illegible]·[illegible]

[illegible]·[illegible]1980[illegible]“[illegible]”[illegible]8 000[illegible]1/3[illegible]

[illegible]“[illegible]”[illegible]·[illegible]

[illegible]·[illegible]1980[illegible]“[illegible]”[illegible]2 000[illegible]

[illegible]·[illegible]·[illegible]

[illegible]——[illegible]·[illegible]

[illegible]1980[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]

[illegible]1979[illegible]

[illegible]—[illegible]“[illegible]”[illegible]“Mtacintosh”[illegible]“Mclntosh”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]l 000[illegible]300[illegible]PARC[illegible]PARC[illegible]

[illegible]·[illegible]

[illegible]1979[illegible]1980[illegible]

[illegible]1980[illegible]“[illegible]”[illegible]“[illegible]‘[illegible]“[illegible]”[illegible]“[illegible]”[illegible]’”[illegible]

[illegible]1981[illegible]“[illegible]”[illegible]“[illegible]68000”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]68000”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”

[illegible]·[illegible]“[illegible]68000”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]l[illegible]

[illegible]——[illegible]20[illegible]80[illegible]Ⅱ[illegible]

“[illegible]”[illegible]24[illegible]“[illegible]”[illegible]5[illegible]“[illegible]”[illegible]“[illegible]”[illegible]1[illegible]3 0[illegible]l[illegible]

[illegible]·[illegible]“[illegible]——[illegible]”

[illegible]·[illegible]Ⅰ[illegible]Ⅱ[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]Ⅲ[illegible]“[illegible]”[illegible]

[illegible]·[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]Ⅱ[illegible]·[illegible]·[illegible]·[illegible]·[illegible]·[illegible]·[illegible]·[illegible]Ⅱ[illegible]·[illegible]·[illegible]“[illegible]”[illegible]Texaco Towers[illegible]

[illegible]1981[illegible]——[illegible]1[illegible]

[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]

[illegible]·[illegible]1[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]2[illegible]·[illegible]

[illegible] 5 [illegible]

[illegible]·[illegible]·[illegible] 9 [illegible] Ⅲ [illegible]“[illegible]”[illegible]

[illegible]——[illegible]

[illegible]·[illegible]·[illegible]

[illegible]·[illegible]“[illegible]”[illegible]—[illegible]“[illegible]”[illegible]

[illegible] 26 [illegible]

[illegible]1981[illegible]4[illegible]

[illegible]1981[illegible]2[illegible]·[illegible]“[illegible]”

[illegible]——[illegible]

[illegible]·[illegible]

[illegible]·[illegible]

[illegible]2[illegible]

[illegible]·[illegible]

[illegible]“[illegible]”[illegible]·[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]12[illegible]

[illegible]“[illegible]”[illegible]·[illegible]

“[illegible]

[illegible]”[illegible]

[illegible]·[illegible]“[illegible]‘[illegible]’[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]……[illegible]”——[illegible]

[illegible]“[illegible]

“[illegible]”[illegible]

[illegible]·[illegible]

[illegible]

[illegible]

[illegible]II[illegible]

[illegible]II[illegible]·[illegible]“[illegible]”[illegible]

[illegible]

[illegible]3[illegible]·[illegible]

[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]5 000[illegible]5 000[illegible]“[illegible]”[illegible]

[illegible]5[illegible]IBM[illegible]

[illegible]III[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible]·[illegible]·[illegible]

[illegible] BASIC [illegible] BASIC [illegible] II [illegible] BASIC [illegible] II [illegible] IBM [illegible]

[illegible] · [illegible] · [illegible] · [illegible]

[illegible] IBM [illegible] · [illegible]

[illegible]

[illegible] “[illegible]” [illegible] · [illegible]

[illegible] · [illegible] · [illegible] IBM [illegible] —— [illegible] “[illegible]”([illegible](Killer App) [illegible] ——- [illegible]) [illegible] IBM [illegible]

[illegible] IBM [illegible] “[illegible]¨ [illegible] 8 [illegible] IBM [illegible] IBM [illegible]

[illegible]IBM[illegible]IBM[illegible]“[illegible]IBM[illegible]”[illegible]“[illegible]IBM[illegible]20[illegible]‘[illegible]’[illegible]

“[illegible]15[illegible]IBM[illegible] IBM[illegible]II[illegible]

“[illegible]”

[illegible]

[illegible]IBM[illegible]

[illegible]

[illegible]30[illegible]1[illegible]4[illegible]1 00[illegible]10[illegible]3[illegible]

[illegible]IBM[illegible]l/lO[illegible]IBM[illegible]IBM[illegible]IBM[illegible]IBM[illegible]1981[illegible]10%[illegible]80%[illegible]——[illegible]IBM[illegible]“[illegible]”

[illegible]IBM[illegible]

[illegible]

[illegible]7[illegible]Ⅱ[illegible]64KB[illegible]ROM——[illegible](read-onlymemo[illegible])[illegible]RAM——[illegible]random acce8smemory[illegible]·[illegible]128KB[illegible]RAM[illegible]·[illegible]

[illegible]7[illegible]1982[illegible]“[illegible]”[illegible]Ⅱ[illegible]6[illegible]I[illegible]l500[illegible]Ⅱ[illegible]1 000[illegible]50[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]‘[illegible]’[illegible]"[illegible]“[illegible]‘[illegible]’[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]1982[illegible]10[illegible]1[illegible]“[illegible]·[illegible]·[illegible]

[illegible]1982[illegible]2[illegible]100[illegible]·[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]1982[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible]·[illegible]

[illegible]25[illegible]3[illegible]80[illegible]

[illegible]·[illegible]“[illegible]”[illegible]1982[illegible]·[illegible]——[illegible]·[illegible]

[illegible]-[illegible]

[illegible]

[illegible]·[illegible]Joan Baez[illegible]“[illegible]”([illegible](Beut Geneation)[illegible]——[illegible])[illegible]·[illegible](Bob Dy-Ian)[illegible]·[illegible]·[illegible]20[illegible]70[illegible]“[illegible]”[illegible]

[illegible]>[illegible]

[illegible]10[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”[illegible]4l[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]3[illegible]“[illegible]”[illegible]

[illegible]6[illegible]

“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]PAL[illegible]

“[illegible]‘[illegible]’[illegible]1[illegible]”[illegible]“[illegible]40%[illegible]1[illegible]”

[illegible]VLSI[illegible]VLSI[illegible]50%[illegible]2[illegible]5[illegible]

[illegible]10[illegible]VLSI[illegible]

[illegible]9[illegible]100[illegible]

[illegible]“[illegible]”[illegible]“[illegible]90[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]o[illegible]—[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]5[illegible]

[illegible]1982[illegible]“[illegible]”[illegible]Ⅱ[illegible]·[illegible]

[illegible]·[illegible]1982[illegible]·[illegible]·[illegible]“[illegible]”[illegible]

1983[illegible]·[illegible]1982[illegible]·[illegible]1983[illegible]—[illegible]·[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]—[illegible]

[illegible]

[illegible]·[illegible]

[illegible]8[illegible]1983[illegible]·[illegible]

[illegible]

1983[illegible]5[illegible]16[illegible]T[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”[illegible]IBM[illegible]IBM[illegible]

[illegible]“[illegible]·[illegible]

(Apple Fellow)

[illegible]“[illegible]”[illegible]

[illegible]——[illegible]“[illegible]”[illegible]

[illegible]1983[illegible]3[illegible]·[illegible]

[illegible]·[illegible]——[illegible]

[illegible]“[illegible]”

[illegible]3[illegible]100[illegible]1OO[illegible]100[illegible]200[illegible]

[illegible]·[illegible]——[illegible]

1[illegible]·[illegible]·[illegible]“[illegible]”

[illegible]·[illegible]IBM[illegible]63[illegible]Ⅲ[illegible]Ⅲ[illegible]·[illegible]“[illegible]Ⅲ[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]"[illegible]Ⅲ[illegible]1980[illegible]20%[illegible]

[illegible]“[illegible]”[illegible]l[illegible]“[illegible]”[illegible]IBM[illegible]3 000[illegible]“[illegible]”[illegible]Ⅲ[illegible]·[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]100[illegible]7[illegible]1[illegible]50[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]·[illegible]——“[illegible]”[illegible]4[illegible]9[illegible]8[illegible]63[illegible]21[illegible]

[illegible]2[illegible]5[illegible]

[illegible]1983[illegible]11[illegible]·[illegible]·[illegible]75[illegible]·[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]·[illegible]‘[illegible]¨’“[illegible]‘[illegible]’[illegible]”

[illegible]“[illegible]·[illegible]”[illegible]

[illegible]30[illegible]

[illegible]

[illegible]‘[illegible]

[illegible]1984[illegible]1[illegible]8[illegible]1[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]·[illegible]

[illegible]1[illegible]16[illegible]·[illegible]

[illegible]20[illegible]

[illegible]“[illegible]”[illegible]

[illegible]—[illegible]“[illegible]”[illegible]Bi8 Brother[illegible]1984[illegible]——[illegible]“[illegible]’’[illegible]1[illegible]24[illegible]1984[illegible]

[illegible]

[illegible]1984[illegible]1[illegible]24[illegible]

[illegible]·[illegible]

[illegible]·[illegible]II[illegible]12[illegible]

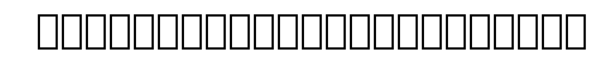
[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]IBM[illegible]

[illegible]——[illegible]·[illegible]

[illegible]·[illegible]

[illegible]

[illegible]100[illegible]7[illegible]



[illegible] [illegible]“[illegible]”

[illegible]“[illegible]” [illegible]

-[illegible]·[illegible]

[illegible]·[illegible]·[illegible]1984[illegible]50[illegible]

[illegible]

[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]—[illegible]”[illegible]“[illegible]”[illegible]·[illegible]“[illegible]‘[illegible]’[illegible]”

[illegible]“[illegible]”[illegible]·[illegible]“[illegible]‘[illegible]’[illegible]”

[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]

[illegible]”

“[illegible]”[illegible]“[illegible]”

[illegible]·[illegible]“[illegible]”[illegible]·[illegible]·[illegible]“[illegible]”[illegible]

[illegible]“[illegible]¨[illegible]

[illegible]“[illegible]”[illegible]hubris[illegible]—[illegible]

[illegible]1984[illegible]“[illegible]”[illegible]100[illegible]“[illegible]”[illegible]6[illegible]3[illegible]IBM[illegible]Lotusl-2 -3[illegible]Lotus[illegible]IBM[illegible]IBM[illegible]IBM[illegible]IBM[illegible]

—[illegible]·[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]1982[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”

[illegible]1984[illegible]7[illegible]8[illegible]

[illegible]

[illegible]Ⅱ[illegible]—[illegible]Ⅱe[illegible]Ⅱc[illegible]“[illegible]”[illegible]·[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]5[illegible]l[illegible]2[illegible]“[illegible]90[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]IBM[illegible]“[illegible]”[illegible]“[illegible]”[illegible]IBM[illegible]

[illegible]1984[illegible]Ⅱ[illegible]·[illegible]Ⅱ[illegible]“[illegible]”[illegible]Ⅱ[illegible]Ⅱ[illegible]—[illegible]Ⅱ[illegible]

[illegible]“[illegible]”[illegible]·[illegible]“[illegible]·[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]”[illegible]

[illegible]·[illegible]

[illegible]·[illegible]

[illegible]

[illegible]1[illegible]·[illegible]“[illegible]

[illegible]‘[illegible]’[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]30[illegible]“[illegible]¨[illegible]

[illegible]“[illegible]”[illegible]l[illegible]Ⅱc[illegible]·[illegible]“[illegible]”[illegible] 20[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

1985[illegible]1[illegible]·[illegible]·[illegible]

[illegible]3[illegible]·[illegible]3[illegible]·[illegible]“[illegible]”[illegible]

[illegible]3[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]700[illegible]

[illegible]

[illegible]“[illegible]1 000[illegible]”[illegible]·[illegible]“[illegible]lOOO[illegible]”

[illegible]·[illegible]’[illegible]

[illegible]Ⅱ[illegible]Ⅱ[illegible]“[illegible]”[illegible]“‘[illegible]Ⅱ’[illegible]”

[illegible]1985[illegible]2[illegible]41[illegible]·[illegible]·[illegible]

[illegible]1984[illegible]

[illegible]

[illegible]30[illegible]1 000[illegible]

3[illegible]11[illegible]10%[illegible]

[illegible]IBM[illegible]——“[illegible]”[illegible](PCjr)[illegible]

[illegible]·[illegible]<[illegible]>[illegible]“[illegible]……[illegible]¨[illegible]·[illegible]“[illegible]”[illegible]3[illegible]

[illegible]Yuppie[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]3[illegible]Frogdesign[illegible]·[illegible]9[illegible](Cloud-9)[illegible]

[illegible]·[illegible]

[illegible]·[illegible]“[illegible]·[illegible]"[illegible]·[illegible]“[illegible]”

[illegible]4[illegible]11[illegible]·[illegible]Ⅱ[illegible]1/10[illegible]·[illegible]

[illegible]Ⅱ[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]·[illegible]“[illegible]¨[illegible]

[illegible]·[illegible]1O[illegible]4[illegible](ComputerLand)[illegible]——[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]“[illegible]”

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]‘[illegible]’[illegible]”[illegible]5[illegible]20[illegible]Ⅱ[illegible]·[illegible]·[illegible]

[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]3[illegible]

[illegible]·[illegible]“[illegible]‘[illegible]’[illegible]”

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]·[illegible]

[illegible]“[illegible]

[illegible]“[illegible]”[illegible]·[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]

[illegible]—[illegible]

[illegible]7[illegible]—[illegible]“[illegible]”[illegible]·[illegible]

[illegible]·[illegible]·[illegible]1985[illegible]5[illegible]28[illegible]“[illegible]”[illegible]

[illegible]10[illegible]30[illegible]——[illegible]1[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]5[illegible]31[illegible]30[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]·[illegible]·[illegible]

[illegible]3[illegible]“[illegible]”——[illegible]

[illegible]6[illegible]1[illegible]“[illegible]”[illegible]

[illegible]·[illegible]

[illegible]1985[illegible]“[illegible]”[illegible]

[illegible]Ⅱ[illegible]Ⅱ[illegible]

[illegible]

[illegible]6[illegible]“[illegible]”[illegible]“[illegible]·[illegible]([illegible]·[illegible]Mick JAgger[illegible]——[illegible])[illegible]‘[illegible]’[illegible]

“5[illegible]·[illegible]20[illegible]20[illegible]

“[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]·[illegible]”

[illegible]7[illegible]4[illegible]7[illegible]

“[illegible]”[illegible]“[illegible]‘[illegible]’[illegible]”

“[illegible]”

“[illegible]”

“[illegible]”

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]1985[illegible]Ⅱ[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]15[illegible]6[illegible]28[illegible]l 720[illegible]11%[illegible]“[illegible]·[illegible]”[illegible]“[illegible]”[illegible]

“[illegible]"[illegible]“[illegible]”

[illegible]85[illegible]lO%[illegible]1 100[illegible]5[illegible](leveraged buy-out)[illegible]——-[illegible]600[illegible]

[illegible]9 000[illegible]

[illegible]30[illegible]·[illegible]

[illegible]——[illegible]·[illegible]

“[illegible]”[illegible]“[illegible]‘[illegible]’[illegible]Ⅱ[illegible]

“[illegible]—[illegible]10[illegible]Ⅱ[illegible](Apple Education Foundation)[illegible]‘[illegible]’[illegible]The Kids Can’l Wait[illegible]l[illegible]

“[illegible]‘[illegible]’[illegible]”

[illegible]DNA[illegible]·[illegible]P8rrl Beir[illegible]1[illegible]·[illegible]Francois Mitterrand[illegible]

“[illegible]”[illegible]“[illegible]”

“[illegible]‘[illegible]·[illegible]’[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]I[illegible]Ⅱ[illegible]“[illegible]”[illegible]

[illegible]8[illegible]1985[illegible]——“[illegible]”[illegible]“68020”[illegible]“[illegible]”[illegible]·[illegible]·[illegible]·[illegible]

[illegible]9[illegible](Labor Day)[illegible]——“3M”[illegible]M[illegible]miHion[illegible]3[illegible]lOO[illegible]——[illegible]100[illegible]lOO[illegible]100[illegible]“3M”[illegible]IBM[illegible]1[illegible]——3 000[illegible]

[illegible]·[illegible]·[illegible]·[illegible]“[illegible]”[illegible]

[illegible]—[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

“[illegible]”[illegible]“[illegible]4[illegible]”

—[illegible]9[illegible]12[illegible]30[illegible]3[illegible]“[illegible]”[illegible]

[illegible]‘[illegible]

[illegible]1 5[illegible]10[illegible]“[illegible]”[illegible]10[illegible]

[illegible]·[illegible]

[illegible]

[illegible] 1O% [illegible] · [illegible] · [illegible]

[illegible] “[illegible]” [illegible] “[illegible]” [illegible] · [illegible]

[illegible] 7 [illegible] 25 [illegible] 9 [illegible] 13 [illegible] 10% [illegible] — [illegible]

[illegible] “[illegible]” [illegible] “[illegible] ‘[illegible]’ [illegible]” [illegible] “[illegible]” [illegible] — [illegible]

“[illegible]” [illegible] · [illegible] “[illegible]

[illegible]1[illegible]”

[illegible]·[illegible]“[illegible]”[illegible]·[illegible]·[illegible]200[illegible]“[illegible]”[illegible]

[illegible]5[illegible]“[illegible]”[illegible]l[illegible]—[illegible]“[illegible]”[illegible]

[illegible]9[illegible]13[illegible]4[illegible]

[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]

[illegible]1985[illegible]9[illegible]17[illegible]30[illegible]·[illegible]10[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]30[illegible]

[illegible]

[illegible]

[illegible]·[illegible]·[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]‘[illegible]’[illegible]”

[illegible]

“[illegible]”

[illegible]“NeXT”[illegible]“[illegible]’’[illegible]NeXT[illegible]

[illegible]1985[illegible]9[illegible]23[illegible]·[illegible]·[illegible]“[illegible]”[illegible]

“[illegible]”[illegible]

“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible] “[illegible]20[illegible]4 300[illegible]6[illegible]”[illegible]

[illegible]1985[illegible]NeXT[illegible]NeXT[illegible]NeXT[illegible]1986[illegible]

[illegible] NTXE[illegible]“[illegible]”

“[illegible]”

——[illegible]·[illegible]·[illegible]·[illegible]

[illegible]·[illegible]Mona Simpson[illegible]—[illegible]·[illegible]<[illegible]ThParisReview)[illegible]20[illegible]50[illegible]1O[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]——[illegible]·[illegible](Joanne Simpson)[illegible]“[illegible]”

[illegible]NeXT[illegible]NeXT[illegible]

[illegible] NeXT [illegible] NeXT [illegible] NeXT [illegible]
NeXT [illegible]

[illegible] NeXT [illegible] —— [illegible] · [illegible] NeXT [illegible] “ [illegible] ”

[illegible] NeXT [illegible] “ [illegible] ” [illegible] NeXT [illegible] 16% [illegible] 2 000 [illegible] “ [illegible] ” [illegible]

[illegible] · [illegible] Anywhere bru Here [illegible] — [illegible] · [illegible] “ [illegible] ” [illegible] —— [illegible] — [illegible] · [illegible] · [illegible] “ [illegible] ” [illegible] “ [illegible] ” [illegible]

[illegible] “ [illegible] ” [illegible] “ [illegible] ” [illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]KLH[illegible]Ⅱ[illegible]“[illegible]”[illegible]MP3[illegible]—[illegible]iPod[illegible]

[illegible]NeXT[illegible]·[illegible] NeXT[illegible]“[illegible]”[illegible](LM[illegible]Pei)[illegible]20[illegible]——[illegible])[illegible]100[illegible]

[illegible]20[illegible]80[illegible]NeXT[illegible]“[illegible]”[illegible]

NeXT[illegible]·[illegible]NeXT[illegible]“NeXT”[illegible]NeXT[illegible]NeXT[illegible]NeXT[illegible]

[illegible]NeXT[illegible]“[illegible]”[illegible]NeXT[illegible]l[illegible]NeXT[illegible]“[illegible]”[illegible]Just In Time[illegible]JIT[illegible]20[illegible]60[illegible]——[illegible]

[illegible]·[illegible]“[illegible]”[illegible]·[illegible]NeXT[illegible]·[illegible]NeXT[illegible]·[illegible]

[illegible]·[illegible]·[illegible]IBM[illegible]·[illegible]“[illegible]”[illegible]

[illegible]IBM[illegible]IBM[illegible]IBM[illegible]

[illegible]IBM[illegible]·[illegible]Howard Hughes[illegible]“[illegible]”[illegible]——[illegible]

[illegible]“[illegible]”[illegible]IBM[illegible]“NeXTSTEP”[illegible]IBM[illegible]IBM[illegible]NeXT[illegible]NeXTSTEP[illegible]IBM[illegible]100[illegible]

[illegible]IBM[illegible]

[illegible]IBM[illegible][BM[illegible]

[illegible]IBM[illegible]NeXT[illegible]NeXT[illegible]“[illegible]”[illegible]NeXT[illegible]IBM[illegible]

[illegible]1989[illegible]NeXT[illegible]NeXT[illegible]IBM[illegible]IBM[illegible]NeXT[illegible]

[illegible]NeXT[illegible]IBM[illegible]IBM[illegible]“[illegible]”[illegible]·[illegible]IBM[illegible]IBM[illegible]NeXT[illegible]·[illegible]

[illegible]IBM[illegible]NeXT[illegible]NeXT[illegible]NeXTSTEP[illegible]IBM[illegible]Windows[illegible]IBM[illegible]OS/2[illegible]Windows[illegible]IBM[illegible]

[illegible]·[illegible]IBM[illegible]·[illegible]·[illegible]IBM[illegible]NeXTSTEP[illegible]Windows[illegible]

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]68030[illegible]

[illegible]NeXT[illegible]1987[illegible]1988[illegible]1989[illegible]NeXT[illegible]

[illegible]NeXT[illegible]

[illegible]NeXT[illegible]NeXT[illegible]NeXT[illegible]

[illegible]NeXT[illegible]“[illegible]”[illegible]“[illegible]”[illegible]NeXT[illegible]OpUcal Magnetic Drive[illegible]NeXT[illegible]

[illegible]NeXT[illegible]NeXT[illegible]Ⅱ[illegible]

[illegible]NeXT[illegible]NeXT[illegible]NeXT[illegible]NeXT[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]NeXT[illegible]——[illegible]

[illegible]“[illegible] [illegible]”[illegible]

[illegible]1989[illegible]NeXT[illegible]Display Postscript[illegible]

[illegible]NeXT[illegible]Windows[illegible]IBM[illegible]OS/2[illegible]

NeXT[illegible]NeXTSTEP[illegible]

[illegible]NeXT[illegible]·[illegible]“[illegible]”[illegible]Money-Gathering Invitational[illegible]Aldus[illegible]PageMaker[illegible]7 000[illegible]l[illegible]NeXT[illegible]16[illegible]7%[illegible]5[illegible]

[illegible]NeXT[illegible]Camegie Mellon[illegible]100[illegible]2 000[illegible]

[illegible]NeXT[illegible]“[illegible]”[illegible]·[illegible]NeXT[illegible]NeXT[illegible]

[illegible]

[illegible]·[illegible]·[illegible]“[illegible]‘[illegible]’[illegible] NeXT[illegible]”

[illegible]NeXT[illegible]NeXT[illegible]NeXT[illegible]NeXT[illegible]

[illegible] “[illegible]” [illegible]

[illegible] “[illegible]” [illegible] “[illegible]” [illegible] “[illegible]” [illegible] NeXT [illegible]

[illegible]

[illegible]·[illegible]·[illegible] “[illegible] 1 000 [illegible]”

[illegible] 1 000 [illegible] NeXT [illegible] NeXT [illegible]

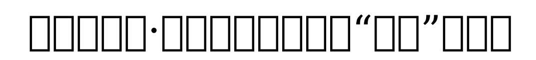
[illegible] “[illegible]” [illegible] “[illegible]” [illegible] “[illegible]” [illegible] “[illegible]”

[illegible]·[illegible] “[illegible]” [illegible]

[illegible]

[illegible] NeXT [illegible] “[illegible]"[illegible] Object-Oriented Programming [illegible]

[illegible] 20 [illegible] 80 [illegible] NeXT [illegible] “[illegible]” [illegible]



[illegible]

[illegible]“[illegible]”

——[illegible]·[illegible]

[illegible]

[illegible]·[illegible]——[illegible]

[illegible]NeXT[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]PARC[illegible]·[illegible]·[illegible]

[illegible]·[illegible]·[illegible]

[illegible]—[illegible]

[illegible]·[illegible]PARC[illegible]1974[illegible]·[illegible]“[illegible]”[illegible]—[illegible]

[illegible]—[illegible] PARC[illegible]

PARC[illegible]PARC[illegible]

[illegible]——[illegible]·[illegible]——[illegible]—[illegible]·[illegible]Data Equipment Company[illegible]VAX[illegible]VAX[illegible]“[illegible]”[illegible]·[illegible]

[illegible]“[illegible]”——[illegible]

[illegible]“[illegible]”[illegible]

[illegible]10[illegible]15[illegible]—[illegible]“[illegible]”[illegible]

[illegible]·[illegible]

[illegible]·[illegible]

[illegible]Toy Story[illegible]The Lion King[illegible]Shrek[illegible]

[illegible]·[illegible]The Empire Strikes Back[illegible]1980[illegible]

[illegible]“[illegible]1980[illegible]·[illegible]3[illegible] ”

[illegible]>[illegible]StTrekⅡ[illegible]The Wrath of Khan[illegible]·[illegible]

[illegible]·[illegible]·[illegible]·[illegible]3[illegible]

[illegible]1982[illegible]“[illegible]”[illegible]

[illegible]·[illegible]

[illegible]·[illegible]——[illegible]Nitemare[illegible]Lady and the Lamp[illegible]

[illegible]“[illegible]”[illegible]1 984[illegible]1[illegible]“[illegible]”[illegible]·[illegible]

[illegible]·[illegible]·[illegible]

[illegible]1983[illegible]5[illegible]·[illegible]“[illegible]”[illegible]Skywalker Ranch[illegible]

[illegible]“[illegible]”[illegible]

[illegible]·[illegible]

[illegible]1985[illegible]·[illegible]1[illegible]5[illegible]“[illegible]”[illegible]NeXT[illegible]NeXT[illegible]·[illegible]PARC[illegible]PARC[illegible]“[illegible]”[illegible]

[illegible]

[illegible]·[illegible]PARC[illegible]

[illegible]·[illegible]

[illegible]——[illegible]3 000[illegible]

[illegible]·[illegible]

[illegible]1 500[illegible]·[illegible]“[illegible]”[illegible]

[illegible]1985[illegible]·[illegible]EDS[illegible]·[illegible]———[illegible]3 000[illegible]

[illegible]·[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible](Methodist)[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]——[illegible]1 000[illegible]1/3 [illegible]

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]

[illegible]·[illegible]

[illegible]4%[illegible]92%[illegible]·[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“Pixer”[illegible]“Pixel”[illegible](Pixar)[illegible]“[illegible]”[illegible]——[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]—[illegible]Ⅱ[illegible]Ⅱ[illegible]

[illegible]PARC[illegible]NeXT[illegible]

[illegible]——[illegible]

[illegible]

[illegible]NeXT[illegible](Pixar Image Comput—er)[illegible]

[illegible]20[illegible]80[illegible]13[illegible]5[illegible]6[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]Next[illegible]——[illegible]

[illegible]“[illegible]”[illegible]

[illegible]1984[illegible]B[illegible](Andre andWally B[illegible]90[illegible]90[illegible]90[illegible]

Luxo Jr 6 000 “ ” ·

· ——
“ ”

(Golden Eagle) · · ·
“ ‘ ’
‘ ”

1988 · ·
4
NeXT

——

“ ”
“ ”

[illegible]“[illegible]”[illegible]5[illegible]

[illegible]—[illegible]

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]l5[illegible]20[illegible]1[illegible]

[illegible]“[illegible](Storyboards)[illegible]——[illegible]”[illegible]·[illegible]“[illegible]”[illegible](Tin Tay)[illegible]

“[illegible]”[illegible]·[illegible]“[illegible]”

[illegible]

[illegible]

[illegible]1988[illegible]RenderMan[illegible]RenderMan[illegible]RenderMan[illegible]

[illegible]—[illegible]

[illegible]“[illegible]”[illegible]RenderMan[illegible]RenderMan[illegible]

[illegible]

[illegible]·[illegible](Intelligence Community)[illegible]——[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]‘[illegible]……’[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]—[illegible]100[illegible]

[illegible]1988[illegible]100[illegible]——1[illegible]l00[illegible]RenderMan[illegible]3[illegible]

[illegible]·[illegible]

1989[illegible]NeXT[illegible]NeXT[illegible]

[illegible]NeXT[illegible]NeXT[illegible]NeXT[illegible]——[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“Mach"[illegible]UNIX[illegible]Mach[illegible]

Mach[illegible]“[illegible]

[illegible]”[illegible]Mach[illegible]NeXT[illegible]NeXT[illegible]NeXT[illegible]Mach[illegible]OS[illegible]·[illegible]Mach[illegible]

[illegible]NeXT[illegible]

[illegible]RenderMan[illegible]CD[illegible]RenderMan[illegible]

[illegible]·[illegible]

[illegible]NeXT[illegible]2 000[illegible]l[illegible]l 200[illegible]NeXT[illegible]NeXT[illegible]·[illegible]2 500[illegible]“[illegible]”——[illegible]

[illegible]·[illegible]

[illegible]

[illegible]“[illegible]”[illegible]—[illegible]Vicom[illegible]

[illegible]·[illegible]

[illegible]“[illegible]”[illegible]·[illegible]·[illegible]·[illegible]·[illegible]

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]o[illegible]

——[illegible]·[illegible]

[illegible]·[illegible]1989[illegible]

[illegible]1[illegible]

[illegible]

[illegible]·[illegible]

[illegible]“[illegible]”[illegible]“[illegible]‘[illegible]—[illegible]’[illegible]‘[illegible]’[illegible]—[illegible]—[illegible]”

[illegible]

[illegible]

[illegible]“NeXT”[illegible]“[illegible]”[illegible]

[illegible]

[illegible] 1990 [illegible] 9 [illegible] NeXT [illegible] NeXTStation [illegible]

NeXT [illegible] “[illegible]” [illegible]

[illegible] NeXTStation [illegible] NeXTStation [illegible] The Wizard of Oz [illegible]

[illegible]

[illegible] NeXTStation [illegible] “[illegible]” [illegible] “[illegible]” [illegible]

[illegible] —— [illegible] 1/3 [illegible]

[illegible]·[illegible]

[illegible]

[illegible]·[illegible]

[illegible]·[illegible]·[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]15[illegible]·[illegible]—[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]·[illegible]·[illegible]

[illegible]·[illegible]·[illegible]·[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]

[illegible]·[illegible]

[illegible]The Abyss[illegible]—[illegible]

[illegible]2[illegible]·[illegible]·[illegible]5[illegible]

[illegible]

[illegible]·[illegible]·[illegible]

[illegible]·[illegible]—[illegible]

[illegible]·[illegible]

[illegible]“[illegible]”[illegible]

[illegible]IBM[illegible]NeXT[illegible]

[illegible]

[illegible]

[illegible]·[illegible]

[illegible]·[illegible]

[illegible]——[illegible]

[illegible]·[illegible]·[illegible]·[illegible]

[illegible]

[illegible]·[illegible]

[illegible]·[illegible]“[illegible]”——[illegible]NeXT[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible]

[illegible]“[illegible]‘[illegible]’[illegible]”[illegible]·[illegible]

[illegible]“[illegible]”[illegible]12[illegible]5%[illegible]·[illegible]12[illegible]5%[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]·[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]300[illegible]300[illegible]

[illegible]3[illegible]

[illegible]

[illegible]

[illegible]·[illegible](Computer Animation Production System[illegible]CAPS)[illegible]

[illegible]·[illegible]“[illegible]—[illegible]”[illegible]“[illegible](Rescuers Down Under)[illegible]‘[illegible]”

[illegible]Beawy and the Beast[illegible]“[illegible]·[illegible]”[illegible]Aladdin[illegible]The Lion King[illegible](Pocahontas)[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]1992[illegible]·[illegible]·[illegible]·[illegible]1992[illegible]

[illegible]RenderMan[illegible]RenderMan[illegible]RenderMan[illegible]RenderMan[illegible]2004[illegible]39[illegible]35[illegible]RenderMan[illegible]1991[illegible]3[illegible]18[illegible]“[illegible]”[illegible]

[illegible]—[illegible]People)[illegible]

[illegible]

[illegible]Yosemite National Park[illegible]——[illegible]·[illegible]·[illegible]·[illegible]

[illegible]36[illegible]27[illegible]

[illegible]1991[illegible]9[illegible]22[illegible]6[illegible]·[illegible]·[illegible]

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]

[illegible]——[illegible]

[illegible]·[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]

[illegible]70[illegible]

[illegible]·[illegible]—[illegible]3[illegible]

[illegible]“[illegible]”[illegible]

[illegible]—[illegible]

[illegible]·[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]—[illegible]“[illegible]”[illegible]

[illegible]——[illegible](Adaptation)[illegible]

[illegible]“[illegible]”[illegible]BuzzLightyear[illegible]“[illegible]”(Woody)[illegible]30[illegible]·[illegible]1993[illegible]1[illegible]·[illegible]

[illegible]100[illegible]30[illegible]

[illegible]20[illegible]90[illegible]

(im provisational theatre)

30

(Turner & Hooch)

[illegible]“[illegible]”[illegible]“[illegible]”[[illegible](Merlin)[illegible]——[illegible]][illegible]“[illegible]”

[illegible]“[illegible]”[illegible]

[illegible]·[illegible]·[illegible]“[illegible]10[illegible]12[illegible]”[illegible]“[illegible]”[illegible]300[illegible]35[illegible]24[illegible]11[illegible]6[illegible]5[illegible]

[illegible]“[illegible]”[illegible]NeXT[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]NeXT[illegible]NeXT[illegible]NeXT[illegible]4[illegible]NeXT[illegible]

[illegible]NeXT[illegible]4[illegible]NeXT[illegible]1992[illegible]NeXT[illegible]20 000[illegible]NeXT[illegible]“[illegible]”[illegible]NeXT[illegible]

[illegible]NeXT[illegible]

[illegible]1993[illegible]1[illegible]NeXT[illegible]1[illegible]4[illegible]“[illegible]

[illegible]”[illegible]NeXT[illegible]NeXI[illegible]l[illegible]“[illegible]”[illegible]NeXT[illegible]3 000[illegible]

[illegible]NeXT[illegible]NeXT[illegible]NeXT[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]NeXT[illegible]NeXT[illegible]NeXT[illegible]

[illegible]

[illegible]3 000[illegible]NeXT[illegible]7 000[illegible]2[illegible]1993[illegible]NeXT[illegible]NeXT[illegible]·[illegible]

[illegible]NeXT[illegible]NeXTStation[illegible]

[illegible]·[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]

[illegible]”[illegible]“[illegible]”

[illegible]·[illegible]

[illegible]

[illegible]·[illegible]——[illegible]“[illegible]‘[illegible]’[illegible]”[illegible]

[illegible]·[illegible]Andrew Stanton[illegible]——[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]Lethal Weapon[illegible]·[illegible]Mel Gibson[illegible]

[illegible]1993[illegible]·[illegible]“[illegible]”[illegible]

[illegible]

1 1[illegible]17[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”[illegible]NeXT[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]

[illegible]10[illegible]1994[illegible]·[illegible]

1 9914[illegible]4[illegible]4[illegible]·[illegible]4[illegible]4[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]

[illegible]·[illegible]

[illegible]·[illegible]CAA[illegible]·[illegible]

[illegible]Cedans Sinai[illegible]4[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]

[illegible]·[illegible]—[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]·[illegible]7[illegible]The Liule Mermaid[illegible]

[illegible]·[illegible]

[illegible]“[illegible]”[illegible]“[illegible]1 8[illegible]”

[illegible]·[illegible]·[illegible]

[illegible]-[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]—[illegible] ”

[illegible]“[illegible]”[illegible]·[illegible]·[illegible]——[illegible]Dream Works SKG[illegible]

[illegible]

[illegible]1991[illegible]4[illegible]1994[illegible]1[illegible]·[illegible]

[illegible]NeXT[illegible]1995[illegible]NeXT[illegible]NeXT[illegible]“[illegible]”[illegible]NeXT[illegible]——[illegible]NeXT[illegible]“[illegible]”[illegible]NeXT[illegible]486[illegible](SPARC)[illegible]NeXT[illegible]NeXT[illegible]

[illegible]RenderMan[illegible]

[illegible]·[illegible]“[illegible]1986[illegible]”[illegible]l[illegible]

[illegible]

[illegible]·[illegible]“[illegible]”[illegible]1995[illegible]

[illegible]—[illegible]

[illegible] [illegible]“[illegible]”

[illegible]

——[illegible]·[illegible]

[illegible]·[illegible]“[illegible]—[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]·[illegible]NeXT[illegible]

[illegible]

[illegible]

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]—[illegible]

[illegible]Terra Vera[illegible]“[illegible]”[illegible]

[illegible]11[illegible]1[illegible]7[illegible]l[illegible]

[illegible]

[illegible]1994[illegible]12[illegible]

1995[illegible]IBM[illegible]IBM[illegible]IBM[illegible]

[illegible]1993[illegible]·[illegible]20%[illegible]8%[illegible]·[illegible]

[illegible]18[illegible]“[illegible]”[illegible]

[illegible]1994[illegible]“[illegible]”[[illegible](White Kinght)[illegible]——[illegible]][illegible]1995[illegible]

1995

1996 ·

·

· Rockwell Intemational) 5
000 40
3

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]·[illegible]—[illegible]Ⅱ[illegible]

[illegible]

[illegible](ADP)[illegible]·[illegible]15%[illegible]

[illegible]

[illegible]——[illegible]

[illegible]·[illegible]1995[illegible]l 1[illegible]

[illegible]>[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]1O[illegible]1995[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]—[illegible]

[illegible]8[illegible]19[illegible]·[illegible]

[illegible]41[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

·[illegible]·[illegible]·[illegible]“[illegible]”[illegible]

[illegible]NeXT[illegible]NeXT[illegible]

[illegible]

[illegible]·[illegible]“[illegible]”[illegible]·[illegible]·[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible]

[illegible]·[illegible]

[illegible]

[illegible]·[illegible]·[illegible]

[illegible]·[illegible]·[illegible]

[illegible]“[illegible]”[illegible]

[illegible]·[illegible]·[illegible]170[illegible]Be Inc[illegible]

[illegible]1997[illegible]1[illegible]

[illegible]·[illegible]Windows NT[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”

[illegible]·[illegible]·[illegible]

[illegible]·[illegible]“[illegible]”[illegible]NeXT[illegible]NeXT[illegible]NeXT[illegible]NeXT[illegible]

[illegible]NeXT[illegible]·[illegible]

[illegible]Be Inc[illegible]lO[illegible]ll[illegible]·[illegible]·[illegible]·[illegible]·[illegible]“BeOS”[illegible]·[illegible]·[illegible]“[illegible]”[illegible]

[illegible]·[illegible]·[illegible]“[illegible]”[illegible]·[illegible]·[illegible]·[illegible]Be Inc[illegible]“BeOS”[illegible]“[illegible]”[illegible]

[illegible]12[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]Be Inc[illegible]“[illegible]NeXT[illegible]——[illegible]”[illegible]“[illegible]”[illegible]NeXT[illegible]

[illegible]·[illegible]·[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]·[illegible]15%[illegible]5[illegible]·[illegible]·[illegible]“[illegible]—[illegible]3[illegible]15%[illegible]”[illegible]·[illegible]2[illegible]75[illegible]“BeOS”[illegible]·[illegible]·[illegible]“[illegible]”

[illegible]4[illegible]4[illegible]Be Inc[illegible]NeXT[illegible]

[illegible]·[illegible]·[illegible]——[illegible]·[illegible]NeXT[illegible]184[illegible]146[illegible]

[illegible]·[illegible]12[illegible]10[illegible]

[illegible]·[illegible]“[illegible]”[illegible]·[illegible]NeXT[illegible]·[illegible]

[illegible]·[illegible]“[illegible]”[illegible]·[illegible]“[illegible]·[illegible]NeXT[illegible]·[illegible]NeXT[illegible]”

[illegible]NeXT[illegible]12[illegible]“[illegible]‘[illegible]NeXT[illegible]5 000[illegible]NeXT[illegible]WebObjects[illegible]300[illegible]·[illegible]’”

[illegible]NeXT[illegible]“[illegible]”[illegible]1[illegible]“[illegible]3[illegible]”[illegible]

[illegible]“[illegible]10[illegible]1[illegible]”[illegible]

[illegible]3[illegible]775[illegible]150[illegible]NeXT[illegible]NeXT[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]·[illegible]

[illegible]”

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]‘[illegible]’[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]6[illegible]” [illegible]

[illegible]——[illegible]

[illegible]“[illegible]”——NeXT[illegible]“[illegible]”[illegible]·[illegible]

NeXT[illegible]·[illegible]

[illegible]1997[illegible]7[illegible]l[illegible]·[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]·[illegible]·[illegible]·[illegible]·[illegible]·[illegible]

[illegible]·[illegible]1997[illegible]

[illegible]something's Rotten in Cupertino[illegible]“[illegible]”[illegible]·[illegible]

[illegible]“[illegible]”[illegible]——[illegible]NeXT[illegible]

[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]·[illegible]IBM[illegible]·[illegible]“[illegible]·[illegible]‘[illegible]’[illegible]”[illegible](Damocles)[illegible]——[illegible]·[illegible]

[illegible]·[illegible]·[illegible]3[illegible]

[illegible]1997[illegible]7[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]“[illegible]—[illegible]”[illegible]“[illegible]”[illegible]——[illegible]·[illegible]

7[illegible]14[illegible]

[illegible]3[illegible]3[illegible]

[illegible]——[illegible]3[illegible]30[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]NeXT[illegible]

[illegible]——[illegible]·[illegible]·[illegible]

[illegible]13[illegible]——[illegible]

[illegible]·[illegible]—[illegible]—[illegible]l8[illegible]“[illegible]”[illegible]8[illegible]·[illegible]—[illegible]1[illegible]5[illegible]

[illegible]

[illegible]·[illegible]—[illegible]

1997[illegible]

[illegible]l[illegible]“[illegible]”[illegible]—[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”——[illegible]·[illegible]

[illegible]

[illegible]·[illegible]·[illegible]·[illegible]

[illegible]·[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]([illegible]

“”“”·

NeXT——·
·
“”

“”

19981
“”

·
“”

·
“
”

“”1995
(Vanity Fair

[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]·[illegible]“[illegible]”[illegible]20[illegible]“[illegible]”[illegible]T[illegible]

[illegible]

[illegible]·[illegible]·[illegible]·[illegible]

[illegible]“[illegible]”[illegible]·[illegible]“[illegible]·[illegible]”

[illegible]

[illegible]

[illegible] [illegible]

[illegible]—[illegible]

——[illegible]·[illegible]

[illegible]1995[illegible]

[illegible]

[illegible]·[illegible]·[illegible]·[illegible]·[illegible]——[illegible]——[illegible]28[illegible]·[illegible]5[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]—[illegible]·[illegible]“[illegible]‘[illegible]’[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]1995[illegible]11[illegible]6[illegible]“PIXR”[illegible]7[illegible]

[illegible]·[illegible]“[illegible]”[illegible]·[illegible]·[illegible]·[illegible]·[illegible]·[illegible]“[illegible]”

[illegible]22[illegible]12[illegible]14[illegible]22[illegible]

[illegible]

[illegible]·[illegible]NeXT[illegible]

[illegible]“[illegible]“[illegible]—[illegible]”

[illegible]“[illegible]10[illegible]—[illegible]”

[illegible]49[illegible]l[illegible]

[illegible]·[illegible]·[illegible]·[illegible]·[illegible]

[illegible]39[illegible]

[illegible]·[illegible]

[illegible]4[illegible]4[illegible]·[illegible]·[illegible]·[illegible]4[illegible]

[illegible]4[illegible]3 000[illegible]75%[illegible]4[illegible]·[illegible]3 100[illegible]

[illegible]4[illegible]

[illegible]“[illegible]‘[illegible]’[illegible]”[illegible]

[illegible]“[illegible]‘[illegible]——[illegible]’”

[illegible]500[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]5 000[illegible]6 000[illegible]

“[illegible]”[illegible]

[illegible]1 170[illegible]1995[illegible]2000[illegible]5[illegible]

[illegible]28[illegible]50[illegible]1998[illegible]“[illegible]”[illegible]MoIley Fools[illegible]20[illegible]90[illegible]“[illegible]”[illegible]“[illegible]”[illegible]——[illegible]“[illegible]3[illegible]25[illegible]12[illegible]

[illegible](A Bug's Life)[illegible]—[illegible]”

[illegible]10[illegible]·[illegible]·[illegible]·[illegible]

[illegible]·[illegible]——[illegible]2 900[illegible]3[illegible]5[illegible]l[illegible]

[illegible]·[illegible]·[illegible]——[illegible]

[illegible]“[illegible]”[illegible]·[illegible]·[illegible]VLSI[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]15[illegible]

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”——[illegible]·[illegible]“[illegible]”[illegible]·[illegible]10[illegible]

[illegible]“[illegible]”[illegible]

[illegible]3[illegible]

[illegible]“[illegible]”[illegible]100[illegible]1/3[illegible]

[illegible]DVD[illegible]——[illegible]

[illegible]

[illegible]

[illegible]·[illegible]·[illegible]“[illegible]”[illegible]

[illegible]·[illegible]·[illegible]·[illegible]·[illegible]

[illegible]7[illegible]2[illegible]4[illegible]15%[illegible]50%[illegible]·[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]2[illegible]2[illegible]

[illegible]“[illegible]9[illegible]‘[illegible]’”

[illegible]1998[illegible]4 650[illegible]

[illegible]1998[illegible]·[illegible]

[illegible]

[illegible]60[illegible]73%[illegible]14[illegible]5[illegible]3[illegible]“[illegible]”[illegible]

[illegible]90[illegible]·[illegible]·[illegible]·[illegible](Lisa BrennanJobs)[illegible]·[illegible]（Tracy Chapman[illegible]Talkin’bout a Revolution)[illegible]

[illegible]3[illegible]

[illegible]1997[illegible]College Track[illegible]

[illegible]·[illegible]·[illegible](Steve Westly)[illegible]

[illegible]·[illegible]

[illegible]·[illegible]“[illegible]”[illegible]

—[illegible]“[illegible]”“[illegible]”[illegible]“[illegible]”“[illegible]”

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]1995[illegible]·[illegible]·[illegible]“[illegible]”[illegible]

[illegible]

[illegible]·[illegible]·[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]·[illegible]·[illegible]

[illegible](Aesop’s fable)[illegible]

[illegible]·[illegible](Pacific Data Images) 40%[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]‘[illegible]’”

“[illegible] Antz[illegible]”[illegible]“[illegible]”

[illegible]·[illegible]·[illegible]·[illegible]·[illegible]·[illegible]·[illegible]“[illegible]”[illegible]·[illegible]

[illegible]1998[illegible]10[illegible]2[illegible]6[illegible]8 400[illegible]

[illegible]·[illegible]·[illegible]1998[illegible]8 700[illegible]1[illegible]14[illegible]1[illegible]1[illegible]5[illegible]4[illegible]

[illegible]2[illegible]·[illegible]“[illegible]4[illegible]9[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]2[illegible]

[illegible]3[illegible]·[illegible]·[illegible]·[illegible]

[illegible]·[illegible]

[illegible]

[illegible]NeXT[illegible]50[illegible]1 0[illegible]

“[illegible]·[illegible]”[illegible]—[illegible]·[illegible]

[illegible]2000[illegible]1[illegible]9[illegible]·[illegible]“[illegible]20[illegible]160[illegible]”[illegible]—[illegible]1 000[illegible]8[illegible]7[illegible]1/1O[illegible]v[illegible]20[illegible]8[illegible]500[illegible]

[illegible]9 000[illegible]

[illegible]——[illegible]

[illegible]·[illegible] [illegible] [illegible]2001[illegible]Monsters[illegible]Inc[illegible]

2001[illegible]11[illegible]9[illegible]1[illegible]3[illegible]3[illegible]

[illegible]4[illegible]4[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]25[illegible]

[illegible]·[illegible]

[illegible]

[illegible]

——[illegible]·[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]1OO[illegible]”[illegible]“[illegible]‘[illegible]’[illegible]20[illegible]70[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]70%[illegible]”[illegible]“[illegible]30%[illegible]”[illegible]80%[illegible]

[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]“[illegible]iMac[illegible]”[illegible]“[illegible]3[illegible]”

[illegible]

[illegible]3[illegible]·[illegible]1984[illegible]

[illegible]II[illegible]4[illegible] 9[illegible]1998[illegible]7 500[illegible]

[illegible]·[illegible]20[illegible]15 [illegible]“[illegible]·[illegible]”[illegible]

[illegible]1998[illegible]59[illegible]“[illegible]”[illegible]2[illegible]“[illegible]”[illegible]

[illegible]iMac[illegible]l 300[illegible]iMac[illegible]iMac[illegible]1998[illegible]5[illegible]6[illegible]

iMac[illegible]“[illegible]”[illegible]iMac[illegible]CD[illegible]“[illegible]

[illegible]1MB[illegible]4GB[illegible]

[illegible]CD[illegible]”

[illegible]——[illegible]iMac[illegible]“[illegible]”[illegible]——[illegible]“[illegible]”[illegible]

iMac[illegible]iBook[illegible]iMac[illegible]“[illegible]”[illegible]

[illegible]200[illegible]iMac[illegible]

[illegible]1998[illegible]3Com[illegible]Palm Computing[illegible]Palm Pilot[illegible]Hand-spring[illegible]Handspring[illegible]—[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”[illegible]·[illegible]—[illegible]

—[illegible]·[illegible]“[illegible]”[illegible]

[illegible]·[illegible]Newton[illegible]PDA[illegible]·[illegible]—[illegible]·[illegible]

[illegible]·[illegible]2004[illegible]G5 iMac[illegible]20[illegible]90[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]PDA[illegible]2001[illegible]·[illegible]

[illegible]“[illegible]
[illegible]
[illegible]
[illegible]50%[illegible]lO%[illegible]”

“[illegible]PDA[illegible]
[illegible]”[illegible]
[illegible]
[illegible]
[illegible]Soundjam MP[illegible]—
[illegible]Casady and Greene[illegible]C&G[illegible]
[illegible]

[illegible]1992[illegible]·[illegible]C&G[illegible]
[illegible]C&G[illegible]·[illegible]
[illegible]C[illegible]G[illegible]
[illegible]ConflictCatcber[illegible]C&G[illegible]
[illegible]—[illegible]3[illegible]“[illegible]”[illegible]

[illegible]
C&G[illegible]MP3[illegible]
[illegible]C&G[illegible]
[illegible]SoundJam MP[illegible]([illegible]
SoundJam[illegible])[illegible]
[illegible]“[illegible]”[illegible]
SourudJam[illegible]MP3[illegible]
[illegible]90%[illegible]C&G[illegible]·[illegible]
SouncdJam[illegible]“[illegible]”

[illegible]MP3[illegible]—[illegible]

[illegible]3[illegible]40[illegible]550[illegible]
[illegible]Soundjam[illegible] C&G[illegible]“[illegible]”[illegible]
[illegible]G&G[illegible]
Soundjam[illegible]ConflictCatcher[illegible]

[illegible]“[illegible]800[illegible]”[illegible]Soundjam
[illegible]“[illegible]”[illegible] “[illegible]

[illegible]SoundJam[illegible]”[illegible]SoundJam[illegible]C&G[illegible]

[illegible]C&G[illegible]C&G[illegible]SoundJn[illegible]Soundjam[illegible]C&G[illegible]C&G[illegible]“[illegible]”C&G[illegible]C&G[illegible]·[illegible]SoundJam[illegible]C&G[illegible]“[illegible]”[illegible]C&G[illegible]C&G[illegible]“[illegible]”[illegible]C&G[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]C&G[illegible]C&G[illegible]Soundjam[illegible]

[illegible]C&G[illegible]C&G[illegible]

[illegible]C&G[illegible]“[illegible]‘[illegible]’[illegible]”[illegible]

[illegible]“[illegible]”[illegible]—[illegible]60[illegible]SoundJam[illegible]C&G[illegible]“[illegible]”[illegible]

[illegible]1998[illegible]·[illegible]mp3[illegible] com[illegible]36[illegible]16[illegible]1999[illegible]7[illegible]140[illegible]

[illegible]“my[illegible] mp3[illegible] com”[illegible]·[illegible]

[illegible]1999[illegible]6[illegible]1999[illegible]9[illegible]Napster[illegible]10[illegible]Napster[illegible]3 200[illegible]100[illegible]MP3[illegible]

[illegible]Napsler[illegible]Napster[illegible]mp3[illegible]com[illegible]N8pster[illegible]

[illegible]2001[illegible]1[illegible]9[illegible]“[illegible]”[illegible]5 000[illegible]200 1[illegible]3[illegible]5[illegible]·[illegible]

[illegible]“[illegible]”[illegible]—[illegible]·[illegible]

[illegible]——[illegible]

[illegible]2001[illegible]“[illegible]”[illegible]

[illegible]“iTunes”[illegible]Soundjam[illegible]SoundJam[illegible]C&G[illegible]Soundjam[illegible]iTunes[illegible]

[illegible]iIunes[illegible]iTunes[illegible]“[illegible]”[illegible]

[illegible]iTunes[illegible]CD[illegible]MP3[illegible]Windows[illegible]iIunes[illegible]“[illegible]”[illegible]iTunes[illegible]MP3[illegible]RioMP3[illegible]iTunes[illegible]3[illegible]iTunes[illegible]“[illegible]”[illegible] “[illegible]iTunes[illegible]”

[illegible]“[illegible]iTunes[illegible]——[illegible]”

[illegible]iTunes[illegible]·[illegible]

[illegible] [illegible]""iPod[illegible] iTunes

[illegible]

——[illegible]

[illegible]RioMP3[illegible]CD[illegible]

[illegible]·[illegible]"[illegible]"[illegible]"[illegible]
MP3[illegible]"

[illegible]—[illegible]
MP3[illegible]"[illegible]"[illegible]"[illegible]"[illegible]

[illegible]iTunes[illegible]·[illegible]——[illegible]PDA[illegible]

[illegible]

[illegible]"[illegible]"[illegible]"[illegible]iTunes[illegible]CD[illegible]"

[illegible]——[illegible]10[illegible]"[illegible]"[illegible]U2[illegible]·[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]·[illegible]General Magic[illegible]——[illegible]MP3[illegible]

[illegible]·[illegible]NeXT[illegible]—[illegible]

[illegible]

[illegible]30[illegible]·[illegible]SoundJam[illegible]iTunes[illegible]12[illegible]

[illegible]MP3[illegible]

[illegible]PortalPlayer[illegible]PortalPlaver[illegible]·[illegible]

[illegible]PortalPlayer[illegible]MP3[illegible] PortaIPlayer[illegible]PortaIPlayer[illegible]“MP3[illegible]10[illegible]”

[illegible]MP3[illegible]PortalPlayer[illegible]PortalPlaver[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]·[illegible]·[illegible]

[illegible]PortalPlayer[illegible]MP3[illegible]“[illegible]”[illegible]IBM[illegible]IBM[illegible]——[illegible]iPod[illegible]

[illegible]·[illegible]PortalPlaver[illegible]PortalPlaver[illegible]MP3[illegible]PortalPlayer[illegible]·[illegible]MP3[illegible]“[illegible]”PortalPlayer[illegible]PortalPlayer[illegible]MP3[illegible]

[illegible]·[illegible]MP3[illegible]www[illegible]wired[illegible]com[illegible]·[illegible]“[illegible]—[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]MP3[illegible]

[illegible]MP3[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]MP3[illegible]MP3[illegible]iPod[illegible]“[illegible]”[illegible]iPod[illegible]PortalPlayer[illegible]MP3[illegible]Ⅱ[illegible]MP3[illegible]Designchain[illegible]“[illegible]”[illegible]

[illegible]iPod[illegible]·[illegible]l0[illegible]iMac[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]

[illegible]·[illegible]——[illegible](PowerBook)[illegible]“[illegible]”[illegible]2001[illegible]——[illegible]·[illegible]

“[illegible]”[illegible]

“[illegible]”[illegible]“[illegible]”

[illegible]

[illegible]1996[illegible]“‘[illegible]’[illegible]‘[illegible]’[illegible]

[illegible]“[illegible]……[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]1/4[illegible]—[illegible]

“[illegible]‘[illegible]’[illegible]”[illegible]——[illegible]

[illegible]“[illegible]”[illegible]“[illegible]‘[illegible]’[illegible]”

[illegible]“[illegible]”[illegible]

[illegible]iPod[illegible]8[illegible]

[illegible]——[illegible]

[illegible]iPod[illegible]“[illegible]”——[illegible]iPod[illegible]“[illegible]”[illegible]

[illegible]“[illegible]iPod[illegible]”

[illegible]iPod[illegible]iPod[illegible]——[illegible]3[illegible]PortalPlayer[illegible]·[illegible]“[illegible]iPod[illegible]8[illegible]MP3[illegible]3[illegible]”

[illegible]“[illegible]”[illegible]

[illegible]10[illegible]iPod[illegible]MP3[illegible]MP3[illegible]

[illegible]iPod[illegible]9·11[illegible]

[illegible]iPod[illegible]

[illegible]——MP3[illegible]iPodo[illegible]·[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]iPod[illegible]“[illegible]”[illegible]

[illegible]2001[illegible]10[illegible]23[illegible]

[illegible]iPod[illegible]10[illegible]32MB[illegible]Palm Pilot[illegible] iPod [illegible]5GB[illegible]l 000[illegible]“[illegible]”[illegible]“[illegible]iPod[illegible]‘[illegible]’[illegible]”[illegible]iPod[illegible]iTunes[illegible]”iTunes[illegible]iPod[illegible]iPod[illegible]iTunesc”[illegible]iPod[illegible]·[illegible]iPod[illegible]

[illegible]“[illegible]iPod[illegible]”[illegible]

[illegible]iPod[illegible]399[illegible]MP3[illegible]MP3 [illegible]iPod[illegible]—[illegible]iPod[illegible]MP3[illegible]iPod[illegible]“Idiots Pricc Our Devices”[illegible]iPod[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

iPod[illegible]iPod[illegible]2002[illegible]3[illegible]2 000[illegible]iPod[illegible]7[illegible]

[illegible]“[illegible]”[illegible]iPod[illegible]

[illegible]iPod[illegible]2002[illegible]14[illegible]iPod[illegible]20[illegible]7[illegible]·[illegible]

iPod[illegible]——[illegible]iPod[illegible]iTunes[illegible]iPod[illegible]·[illegible]iPod[illegible]

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]

[illegible]·[illegible]“[illegible]‘[illegible]’[illegible]·[illegible]·[illegible]Dr[illegible]Dre[illegible]hip-hop[illegible]——[illegible]20[illegible]80[illegible]——[illegible]

[illegible]Death Row[illegible]·[illegible]Death RoW[illegible]

[illegible]

[illegible]—[illegible]“[illegible]”

[illegible]

[illegible]iTunes[illegible]iTunes[illegible]BMG[illegible]5[illegible]5[illegible]

iTunes[illegible]“[illegible]”[illegible]

[illegible]8[illegible]15[illegible]20[illegible]CD[illegible]DVD[illegible]6[illegible]

[illegible]Napster[illegible]2003[illegible] Napster[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]20[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]iTunes[illegible]iPod[illegible] “[illegible]”[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]“‘[illegible]’[illegible]

[illegible]”[illegible]“[illegible]”[illegible]

[illegible]iPod[illegible]iPod[illegible]iPod[illegible]

[illegible]iPod[illegible]“[illegible]”[illegible]iTunes[illegible]AAC[illegible]iPod[illegible]iTunes[illegible]“[illegible]”[illegible]AAC[illegible]

[illegible]CD[illegible]MP3[illegible]

[illegible]

[illegible]2003[illegible]4[illegible]iTunes[illegible]

[illegible]—[illegible]——“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]“[illegible]iIunes[illegible]3[illegible]3[illegible]20[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]“[illegible]·[illegible]‘[illegible]’”[illegible]

[illegible]5[illegible]“[illegible]”[illegible]“[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]”[illegible]5[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]l5[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]5[illegible]Pressplay[illegible]BMG[illegible]RealNetworks[illegible]MusicNet[illegible]Pressplay[illegible]MusicNet[illegible]MusicNet[illegible]Presspl8y[illegible]

[illegible]CD[illegible]iTunes[illegible]

[illegible]iTunes[illegible]“[illegible]”[illegible]iTunes[illegible]“[illegible]”[illegible]20[illegible]99[illegible]1O[illegible]99[illegible]

[illegible]iTunes[illegible]·[illegible]·[illegible]·[illegible]U2[illegible]iTunes[illegible]

[illegible]“[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]”[illegible]“[illegible]”[illegible] “[illegible]—[illegible]”

[illegible]“[illegible]‘[illegible]’[illegible]CD [illegible]”

[illegible]iTunes[illegible]“[illegible]”

[illegible]·[illegible]·[illegible]“[illegible]

[illegible]”

[illegible]iTunes[illegible]70%[illegible]iTunes[illegible]8 500[illegible]“2003[illegible]”[illegible]

[illegible]

[illegible]2004[illegible]·[illegible]“[illegible]‘[illegible]iPod[illegible]’”[illegible]iPod[illegible]“[illegible]iPod[illegible]2/3[illegible]”[illegible]“[illegible]iPod[illegible] ”[illegible]

iPod[illegible]·[illegible]“[illegible]iPod[illegible]”[illegible]iPod[illegible]2004[illegible]“[illegible]”[illegible]·[illegible]J·K·[illegible]J·K·[illegible]·[illegible]Harry Potter[illegible]

[illegible]——[illegible]“[illegible]”[illegible]iPod[illegible]“[illegible]”[illegible]4[illegible]1968[illegible]8[illegible]1976[illegible]——[illegible]37%[illegible]iPod[illegible]500%[illegible]iPod[illegible]iPod[illegible]“[illegible]”[illegible]10[illegible]·[illegible]“[illegible]”[illegible]

[illegible]iPod[illegible]“[illegible]”[illegible]U2[illegible]—[illegible]iPod[illegible]

iTunes□□□□□□□U2□□□□□□□□400□□□□□□□□□□□□□U2
□□□□□□□□□□□□□□□□□□□20□□□□□□□□□□□□□□□□□□□
□“□□□□□□□□□□□□”□□□□□□□□□□□□·□□□□·□□□□□□□□
U2□□□□□□□□——□□□□□□□□□□□□□□□□□□□□□□□□

□□□□□□□□□□□□iPod□□□□□□□□□□□□U2□□□□□□□□
□□□□Vertigo□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□iPod□□□□□□□□□□□□
□□□□□□□□2 000□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□iPod□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□iPod□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□“□□□·□□□□”□□□□□□
□□□□□

□□□□□□□□□□□□□□“□□”□□□□“□□□□”□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□

□□·□□□iPod□□□□□“21□□□□”□□□·□□□□□□□□□□□□□
□□□□□□□□□□□□□□Betamax□□□□□□□□□□□□□□Betamax
□□□□□□□□□□□□□□(VCR)□□□□□□□□□□□□□□□□□VHS
□□□□□□□“□□”□□□□□VCR□□□□□□□□□

□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□·□□□□□
□□□□□·□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□

iPod□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□·□
□□□□□□“□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□”□□·□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□·
□□□□□□□□□□□·□□□□

□□□□□□□□iPod□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□iPod□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□iPod□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□“□□”□□2005□□□iPod□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□iPod□□

[illegible]50[illegible]1 00[illegible]—[illegible]iPod[illegible]“[illegible]”

[illegible]iPod[illegible]

[illegible]·[illegible]iPod[illegible]

[illegible]·[illegible]“[illegible]”[illegible]·[illegible]Ⅱ[illegible]——[illegible]NeXT[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]·[illegible]

——[illegible]

[illegible]·[illegible]·[illegible]2003[illegible]FindingNemo[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]·[illegible]“[illegible]”[illegible]2003[illegible]41 %[illegible]±[illegible]—[illegible]

[illegible]

[illegible]7 000[illegible]3[illegible]7[illegible]9[illegible]2003[illegible]

[illegible]·[illegible]·[illegible]“[illegible]”[illegible]

[illegible]

[illegible]4[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]·[illegible]”[illegible]

[illegible]“[illegible]”[illegible]2003[illegible]5[illegible]“[illegible]”[illegible]

[illegible]“[illegible]·[illegible]”[illegible]

[illegible]“[illegible]”[illegible]2003[illegible]“[illegible]”

[illegible]·[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

“[illegible]”[illegible] “[illegible]The Incredibles[illegible]Cars)[illegible]”[illegible]

[illegible]“[illegible]”[illegible]92%[illegible]“[illegible]”[illegible]

[illegible]

“[illegible]‘[illegible]’[illegible]”[illegible]

[illegible]·[illegible]2003[illegible]·[illegible]

[illegible]

[illegible]2003[illegible]·[illegible]“[illegible]”[illegible]·[illegible]·[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible]

[illegible]2004[illegible]1[illegible]“[illegible]10[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]l[illegible] [illegible]The Lion King 1[illegible] (PeterPan)[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]·[illegible]“[illegible]—[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]2[illegible](The Lion King 2：Simb’s Pride)[illegible]DVD[illegible]2[illegible](The Lady and the Tramp Ⅱ：Scamp’s Adventure)[illegible]DVD[illegible]6[illegible]300[illegible]

[illegible]“[illegible]3[illegible]3[illegible]”[illegible]2003[illegible]“[illegible]”(Rip，Mix，Burn)[illegible]—[illegible]“[illegible]”[illegible]Napster[illegible]

[illegible]

[illegible]“‘[illegible]’[illegible]CD[illegible]‘[illegible]CD[illegible]’[illegible]·[illegible]……[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]”

[illegible]2[illegible]“i”[illegible]

[illegible]

[illegible]—[illegible]

[illegible]“……[illegible]”

“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”

[illegible]1998[illegible]2001[illegible]45%[illegible]35%[illegible]“[illegible]<[illegible]>[illegible]”

[illegible]·[illegible]“[illegible]”[illegible]·[illegible]·[illegible]

[illegible]20[illegible]60[illegible]·[illegible]“[illegible]”[illegible]

[illegible]iTunes[illegible]“[illegible]

[illegible]—[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]……[illegible]……[illegible]”

[illegible]21[illegible]

[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]

[illegible]·[illegible]·[illegible]·[illegible]——[illegible]·[illegible]73[illegible]·[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible]“SaveDisney[illegible]com”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”

[illegible](SEC)[illegible]3[illegible]50%[illegible]6 800[illegible]1984[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]”

[illegible]·[illegible]

[illegible]“[illegible]”[illegible]8 800[illegible]“[illegible]”[illegible]

[illegible]DVD[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]——[illegible]

[illegible]·[illegible]“[illegible]”[illegible]—[illegible]·[illegible]“[illegible]”[illegible]“[illegible]

[illegible]

[illegible]

[illegible]

[illegible]1984[illegible]

[illegible]

[illegible]

[illegible]2004[illegible]3[illegible]

[illegible]

[illegible]”

[illegible]“[illegible]……[illegible]”

[illegible]“[illegible]‘[illegible]'[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]‘[illegible]’[illegible]”

[illegible]43%[illegible]

[illegible]1984[illegible]“[illegible]”[illegible]“2004[illegible]1984[illegible]‘4’[illegible]”[illegible]

[illegible]·[illegible]·[illegible]·[illegible]“[illegible]”[illegible]

[illegible]——[illegible]

[illegible]“[illegible]”[illegible]“[illegible]10[illegible]”[illegible]“[illegible]”

[illegible]

“ ” · “ ” 20

“ ” ·

“ ” “ ” 2000 “ ” -

· · The lron Giaut ·

15 ·

“ ” “ · (Mlike Barricr) ” · (TheSimpsons) “ ”

·

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible]“[illegible]‘[illegible]’[illegible]”

[illegible]“[illegible]·[illegible]·[illegible]·[illegible]”[illegible]

[illegible]PG[illegible]G[illegible]115[illegible]

[illegible]·[illegible]

[illegible]·[illegible]9[illegible]2006[illegible]

[illegible]1[illegible]4[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]4 550[illegible]“[illegible]”[illegible]·[illegible]

[illegible]PG[illegible]

[illegible]“[illegible]2006[illegible]8[illegible]10[illegible]”

[illegible]·[illegible]

[illegible]2004[illegible]1[illegible]“[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]10[illegible]‘[illegible]’[illegible]”[illegible]“[illegible]”

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]5[illegible]25[illegible]1[illegible]5[illegible]DVD[illegible]30%[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]·[illegible]3[illegible]2005[illegible]1[illegible]——[illegible]“[illegible]”[illegible]——[illegible]3[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]·[illegible]

[illegible]”

[illegible]·[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible]·[illegible]

[illegible]

[illegible]—[illegible]

[illegible]—[illegible]2004[illegible]8[illegible]1[illegible]·[illegible]

[illegible]

[illegible]

[illegible]1%[illegible]

[illegible]“[illegible]”[illegible]

[illegible]8[illegible]9[illegible]·[illegible]“[illegible]”[illegible]8[illegible]9[illegible]

[illegible]

[illegible]

[illegible]17[illegible]Airport Express[illegible]

[illegible]3[illegible]2[illegible]“[illegible]

100[illegible]”[illegible]50%[illegible]5[illegible]

[illegible]9[illegible]

[illegible]·[illegible]“[illegible]”

[illegible]iPod[illegible]——[illegible]“[illegible]”[illegible]

[illegible]·[illegible]

[illegible] [illegible]

[illegible]

[illegible]2005[illegible]iPod[illegible]·[illegible]·[illegible]

[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]2005[illegible]1[illegible]·[illegible]1984[illegible]1984[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]Google[illegible]“[illegible]”[illegible]

[illegible]iTunes[illegible]iMovies[illegible]iCtuds[illegible]iPhotos[illegible]“[illegible]”[illegible]iTunes[illegible]iTunes[illegible]iPod[illegible]iPod[illegible]iPod[illegible]

[illegible]MSN[illegible]——Safari[illegible]“[illegible]”[illegible]IE[illegible]

[illegible]“[illegible]Mac”[illegible]

[illegible]——“iPod[illegible]”[illegible]G5[illegible]iPod[illegible]2005[illegible]iPod[illegible]

“[illegible]”[illegible]2005[illegible]“[illegible]

[illegible]“[illegible]”[illegible]

[illegible]eM8c[illegible]iMacG5[illegible]

[illegible]

iPod[illegible]iPod[illegible]iPod[illegible]

2005[illegible]1[illegible]Xserve[illegible]Dual-Processor[illegible]XSAN[illegible](EMC)[illegible]Network Appliance[illegible](CIO)[illegible]“[illegible]”[illegible]Linux[illegible]Linux[illegible]OS-X[illegible]Unix[illegible]Linux[illegible]

[illegible]

21[illegible]1984[illegible]1[illegible]2005[illegible]1[illegible]11[illegible]9[illegible]“[illegible]”[illegible]21[illegible]T[illegible]

[illegible]4 000[illegible]—[illegible]“[illegible]”[illegible]iPod[illegible]“[illegible]”

[illegible]1[illegible]1[illegible] 78[illegible]

“[illegible]‘[illegible]’[illegible]”

[illegible]iM8c[illegible]OS 10[illegible]“Pnther”[illegible]“Tiger”[illegible]

[illegible]“Spotlighi”[illegible]“Google[illegible]”——[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]‘[illegible]’[illegible]……[illegible]Longhom[illegible]Windows[illegible]”[illegible]·[illegible]

[illegible]iMovies[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]iMovies[illegible]3 499[illegible]”[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]iPod[illegible]iPod[illegible](Bose)[illegible]‘[illegible]’[illegible]‘[illegible]iPod[illegible]’[illegible]”

[illegible]iWork[illegible]Keynote[illegible]Keynote[illegible]Powerpointo[illegible]Powerpoint[illegible]Pages[illegible]Pages[illegible]PostScript Fonts[illegible]“[illegible]”[illegible]Pagemaker[illegible]

[illegible]1997[illegible]Adobe[illegible]Adobe[illegible]20[illegible]Adobe[illegible]

[illegible]Word[illegible]PageMaker[illegible]“[illegible]’’[illegible]“[illegible]”[illegible]

[illegible]——[illegible]Excel[illegible]

“[illegible]”[illegible]“[illegible]‘[illegible]’[illegible]”[illegible]——[illegible]82[illegible]

“[illegible]”

[illegible]499—599[illegible]“[illegible]”[illegible]

[illegible]iPod[illegible]“[illegible]”[illegible]5[illegible]“[illegible]”[illegible]5 [illegible]

[illegible]IBM[illegible]iPod[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]iTunes[illegible]iPod[illegible]

“[illegible]450[illegible]iPod[illegible]iPod[illegible]50%[illegible]iPod[illegible]l 000[illegible]2004[illegible]800[illegible]

“[illegible]”[illegible]·[illegible]

[illegible]“iPod[illegible]”[illegible]400[illegible]iPod[illegible]”[illegible](Alfa Romeo)[illegible]”[illegible]- iTunes [illegible]iTunes[illegible]“[illegible]”

“[illegible]—[illegible]—[illegible]”

[illegible]iPod[illegible]—[illegible]31%[illegible]2004[illegible]65%[illegible]iPod[illegible]iPod[illegible]iPod Shuffle[illegible]100[illegible]90[illegible]

[illegible]“iPd Shuffle[illegible]”[illegible]

[illegible]·[illegible]Daughters[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]·[illegible]

[illegible]34[illegible]9[illegible]74%[illegible]70[illegible]17[illegible]21[illegible] iPod[illegible]——[illegible]5[illegible]26%[illegible]100[illegible]

[illegible]·[illegible]50[illegible]3[illegible]

[illegible]3[illegible]50[illegible]

“[illegible]50[illegible]”[illegible]—[illegible]“[illegible]”

[illegible]

[illegible]·[illegible]

[illegible]

[illegible]·[illegible]—[illegible]

[illegible]50[illegible]

[illegible]40[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]·[illegible]——[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]50[illegible]2005[illegible]2[illegible]28[illegible]3[illegible]

[illegible]20[illegible]30[illegible]

[illegible]NeXT[illegible]

[illegible]

[illegible] NeXT [illegible] NeXT [illegible]

[illegible] 20 [illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]·[illegible]—[illegible]·[illegible]“[illegible]”[illegible] 1997 [illegible]—[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”[illegible] 10 [illegible]“[illegible]‘[illegible]’[illegible]”[illegible]“[illegible] 20 [illegible]”

[illegible]—[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible] 20 [illegible] 30 [illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]2004[illegible]3[illegible]“[illegible]”[illegible]

[illegible]2005[illegible]1[illegible]50[illegible]

“[illegible]”[illegible]“[illegible]—[illegible]”

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]3[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]